



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE
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CHP Partners with Berkeley Farms to Bring Awareness to Motorcyclists

VALLEJO, CA – On June 3, 2015, the California Highway Patrol and Berkeley Farms will unveil their traffic safety partnership designed to promote motorcycle awareness on California's roadways. Berkeley Farms' fleet of trucks and trailers will feature the CHP's "Ride to Stay Alive" motorcycle safety logo in an effort to encourage drivers to watch out for motorcyclists.

As the weather warms and we enter into summer months, more individuals choose motorcycles as their preferred method of travel. Unfortunately, this increase in motorcycle traffic is usually accompanied by an upswing in the amount of injury and fatal collisions involving motorcyclists.

The goal of this mobile messaging campaign is to remind motorists and motorcyclists to share the road, to be aware of their surroundings, and to drive and ride safely.

WHO: Acting Chief Paul Fontana, Golden Gate Division
Armando Jimenez, President, Berkeley Farms

WHEN: Wednesday, June 3, 2015 at 10:30 AM

WHERE: CHP Cordelia Commercial Vehicle Inspection Facility
3895 Interstate 80 Eastbound, Fairfield CA 94585

VISUALS: Truck and Trailer featuring "Ride to Stay Alive" Logo



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CHP & BERKELEY FARMS
CALIFORNIA MOTORCYCLE SAFETY PROGRAM
CALIFORNIA MOTORCYCLIST.COM

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